



Consulting and Training | Reach New Heights

Course Name

Mastering Innovation: From Idea to Value Creation

Sector Name

Digital Transformation and Innovation

Document Type

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Mastering Innovation: From Idea to Value Creation

Course Introduction

Amazon, Netflix, and Uber - what do these three companies have in common, other than raking in billions of profit each year? They are part of the small sampling of companies that have completely restructured the landscape of their industries within a short period of time. They all have strong business models and have managed to dominate markets by adapting to changing customer demands as well as using technology to accelerate their own growth. They entered markets with new technologies or completely different approaches to doing business, leading to the decline of industry incumbents.

How to deal with innovation?

These companies have risen to the ladder of success through the comprehensive planning and constant re-evaluation of their business models. By identifying customer needs and quickly adapting their businesses to cater towards them, Amazon, Uber, and Netflix have shown the power of being innovative and flexible in business. The reality is that such innovations are not random; there is a pattern to the phenomena, and this course will allow participants to discover this formula. Participants will gain an understanding of how to treat innovation as a process, one to be managed and turned into a driver of profits, growth, and success.

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Target Audience

- ✓ Business and technology leaders
- ✓ Business Unit Managers
- ✓ Business Development Consultants
- ✓ General Managers / Regional Managers
- ✓ Senior and mid-level leaders
- ✓ Individual leaders of all levels in the organization
- ✓ Art Director
- ✓ Marketing Consultants
- ✓ Marketing Development Manager

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Learning Objectives

- ✓ Understand the competitive dynamics of technology
- ✓ Obtain relevant tools and principles to actively manage the process of creating and selecting exceptional opportunities, and discover how to direct those opportunities to meet strategic business needs
- ✓ Identify future threats to ongoing growth
- ✓ Improve creative problem-solving skills and develop these skills throughout the organization
- ✓ Identify the patterns that compose disruptive innovation
- ✓ Create strategic opportunities that outpace the competition
- ✓ Develop a system and environment that drives innovation across business cycles
- ✓ Inspire and improve the culture of innovation throughout your organization

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Course Outline

✓ Day 01

The W's of Innovation

- ✓ Innovation is more than new products
- ✓ Difference of idea, invention and innovation
- ✓ Sources of innovation (manufacturing-driven vs. lead-user driven)
- ✓ Key factors for success in innovation

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✓ Day 02

Choosing Your Innovation Strategy

- ✓ Types of available innovation
- ✓ Innovation classified by impact on business
- ✓ Technological Disruption

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Course Outline

✓ Day 03

Open Innovation: Engaging the External Innovation Ecosystem

- ✓ Organizing for Innovation, and the Effective Use of Individuals and Groups
- ✓ Nurturing Innovation Mindset
- ✓ Making innovation a repeatable and sustainable system
- ✓ Involving the entire company, not just the tech or R&D group: How to start an innovation mindset?

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✓ Day 04

Coaches versus colonizers: Incremental vs. radical innovators

- ✓ 4 factors to make or break an innovation program
- ✓ Challenging the 4 norms of teams
- ✓ Innovation leaders and communication style for innovation strategy
- ✓ Critical roles and competencies for the innovation process

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✓ Day 05

Building an innovation culture

- ✓ Ideation: Generating Ideas and Divergent Thinking
- ✓ Design Thinking and Its Application in Organizations
- ✓ Rapid Validation of Ideas and Lean Innovation

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Aug. 17, 2026	Aug. 21, 2026	5 days	4950.00 \$	England , London
Nov. 16, 2026	Nov. 20, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
March 29, 2027	April 2, 2027	5 days	4250.00 \$	UAE , Dubai
May 24, 2027	May 28, 2027	5 days	4250.00 \$	UAE , Dubai

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